

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Third Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

RETAIL STORE MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 The French word retailer means _____.
(i) Whole of (ii) a piece of
(iii) a part of (iv) proportion of
- 2 It is a design in which a stores interiors is set up
(i) Layout (ii) Space Planning
(iii) Space allocation (iv) Shop in shop
- 3 It is a diagram that visually communicates how merchandise and props physically fit into a store fixture or window _____.
(i) Planogram (ii) Mannequins
(iii) Grid (iv) Rall track
- 4 "It relates to the size, styles, colours and prices within a particular generic class of product _____.
(i) Width (ii) Depth
(iii) Category (iv) Assortment
- 5 Which one of the following is not the function of the controller in departmental Store?
(i) Warehousing (ii) Credit
(iii) Expenses (iv) Merchandising control

SECTION – B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Show the evaluate specific area of location.
OR
b. Analyze the opportunities of store location.
- 7 a. Describe the features of store design.
OR
b. State the objectives of space planning.
- 8 a. show the importance of store atmosphereries.
OR
b. Sketch out the concepts of visual Merchandising.
- 9 a. Describe the types of retail theft.
OR
b. state the advantages of retail loss prevention.

Cont...

- 10 a. Write the objectives of vendor managed Inventory.
OR
b. Explain the advantages of ordering in inventory Management.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a. Sketch out the planned shopping centers.
OR
b. Analyse Location and retail strategy.
- 12 a. Write down the types of store layout.
OR
b. Describe the objectives of interior design.
- 13 a. Bring out the trends in visual Merchandising in India.
OR
b. Summarize the essentials of successful Merchandising.
- 14 a. Identify the importance of store security.
OR
b. Highlights the types of retail theft.
- 15 a. Select the advantages and disadvantages of ware housing.
OR
b. Sketch out the planning and controlling of stock levels.

Z-Z-Z

END